

# A Good, Old-Fashioned Flash Back

By Leslie Westlake

Greenville's Mast General Store offers collections of recollections.



**T**here's something about running across an item in a store that you haven't seen since childhood. It can open a vault of memories. Take a stroll through Mast General Store on Main Street in Greenville, SC, and moments like these are unleashed.

For me, it started with the pack of Teaberry Gum® displayed on the front counter. I doubt that many people remember the "Teaberry Shuffle" commercial of the 1960s, but I can hum the tune and do the dance, which I did right there in the store, much to the dismay of my teenage children.

Mast General is simply full of nostalgia. "Fun with Dick and Jane" books, Moon Pies®, Radio Flyer® wagons, rock candy crystals, those little wax bottles with the syrup in them, cap pistols. There are gadgets and games, toys and teddy bears. It's a whole back-to-basics theme that never goes out of fashion.

And yet, you'll also find the very latest in hiking and camping gear with very cool names such as The North Face®, Kelty® and Columbia®, and footwear by Birkenstock®, Teva® and Clarks®. The casual clothes sold here are the kind you'll wear for decades. There's a beautiful assortment of sweaters and fleece that feel as good as they look - the kind you slip into on a Saturday morning.

If you think the younger generation can't relate to such a simple premise, you'll be surprised. Kids absolutely love to hang out at Mast General, although you should be prepared for rolling eyes if you do the Teaberry Shuffle.

The very first Mast General Store opened in 1883 in Valle Crucis, NC. Greenville's store resides in a retail landmark that dates back to the late 1800s when it was a shoe and dry goods store. It joins an eclectic mix of art galleries, boutiques, cafes and restaurants in the popular downtown area, not far from the renowned Peace Center for the Performing Arts and Falls Park on the Reedy with its awesome suspension bridge that spans the Reedy River waterfalls.

A day or weekend in Greenville is a delightful experience, and do drop in Mast General for a side trip to the good old days.

## Find out more....

Mast General Store  
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